The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1.   A method for managing media delivery, the method comprising:

obtaining a request for media;

determining one or more media to deliver in response to the request, wherein the determination of the one or more media corresponds to a dynamic rotation frequency; and

outputting the one or more media.

2.   The method as recited in Claim 1, wherein the rotation frequency is based upon a quotient of a delivery goal and a dynamic count of media display opportunities encountered during a media delivery campaign.

3.   The method as recited in Claim 2 further comprising initializing the rotation frequency as a quotient of the delivery goal and an estimated number of display opportunities that will be encountered during the media delivery campaign.

4.   The method as recited in Claim 3, wherein the rotation frequency is dynamically adjusted as a function of the number of actual display opportunities encountered during the media delivery campaign.

5.   The method as recited in Claim 4, wherein the rotation frequency is based on upon a quotient of the delivery goal and a sum of the number of display opportunities encountered and an estimated number of display opportunities to be encountered for any remaining time in the media delivery campaign.

6.   The method as recited in Claim 5, wherein the sum of the number of display opportunities and the estimated number of display opportunities remaining is embodied in a dynamic array having a number of array elements representative of fixed periods of time, wherein the sum of time represented by the array elements is equal to the a total time period allotted for the media delivery campaign.

7. The method as recited in Claim 6, wherein each array element is initially populated with an estimated number of display opportunities to be encountered and wherein the contents of each array element is subsequently replaced with an actual number of display opportunities encountered during the media delivery campaign.

8. The method as recited in Claim 1, wherein the media is advertising media to be delivered during an advertisement delivery campaign.

9. A computer-readable medium having computer-executable instructions for performing the method recited in any one of Claims 1-8.

10. A computer system having a processor, a memory, and an operating environment, the computer system operable for performing the method recited in any one of Claims 1-8.

11. An advertisement media delivery system, the system comprising:

an advertisement media manager operable to generate new advertisement media campaigns;

an advertisement media engine operable to generate an advertisement media schedule, wherein the advertisement media schedule includes a dynamic rotation frequency based on information obtained from the advertisement media manager, and wherein the advertisement media engine is operable to deliver one or more advertisement media based on the advertisement media schedule obtained from the advertisement media scheduler.

12. The advertisement media delivery system as recited in Claim 11, wherein the advertisement media campaign includes information specifying a date range, a delivery goal, and a target market segment.

13. The advertisement media delivery system as recited in Claim 12, wherein the dynamic rotation frequency in the advertisement media schedule is based upon the quotient of the delivery goal and a dynamic count of media delivery opportunities for the target market segment over the date range.

14. The advertisement media delivery system as recited in Claim 13, wherein the rotation frequency is initialized as a quotient of the delivery goal and an estimated number of display opportunities that will be encountered during the media delivery campaign.

15. The advertisement media delivery system as recited in Claim 14, wherein the rotation frequency is dynamically adjusted as a function of the number of actual display opportunities encountered during the media delivery campaign.

16. The advertisement media delivery system as recited in Claim 15, wherein the rotation frequency is based on a quotient of the delivery goal and a sum of the number of display opportunities encountered and an estimated number of display opportunities to be encountered for any remaining time in the media delivery campaign.

17. The advertisement media delivery system as recited in Claim 16, wherein the advertisement scheduler maintains a dynamic array having a number of array elements representative of fixed periods of time, wherein the sum of time represented by the array elements is equal to the a total time period allotted for the media delivery campaign.

18. The advertisement media delivery system as recited in Claim 17, wherein each array element is initially populated with an estimated number of display opportunities to be encountered and wherein the contents of each array element is subsequently replaced with an actual number of display opportunities encountered during the media delivery campaign.

19. A method for tracking media display opportunities in a dynamic array, wherein the dynamic array includes a number of array elements, the method comprising:

obtaining a media delivery campaign including a media delivery goal, a target market segment, and data indicative of a time period for generating the delivery goal;

selecting a number of array elements for the dynamic array, wherein each array element corresponds to a fixed time period and wherein the sum of the array element time periods equal the time period for generating the delivery goal;

populating each array element with an estimated number of display opportunities for the time period represented by array element; and

dynamically replacing the estimated number of display opportunities with an actual number of media display opportunities encountered.

20.   The method as recited in Claim 19, wherein each array element corresponds to an equal fixed time period.

21.   The method as recited in Claim 19 further comprising determining a dynamic rotational frequency based upon a quotient of the delivery goal and sum of the dynamic array.

22.   The method as recited in Claim 19, wherein the media is advertising media to be delivered during an advertisement media campaign.

23.   A computer-readable medium having computer-executable instructions for performing the method recited in any one of Claims 19-22.

24.   A computer system having a processor, a memory and an operating environment, the computer system operable for performing the method recited in any one of Claims 19-22.